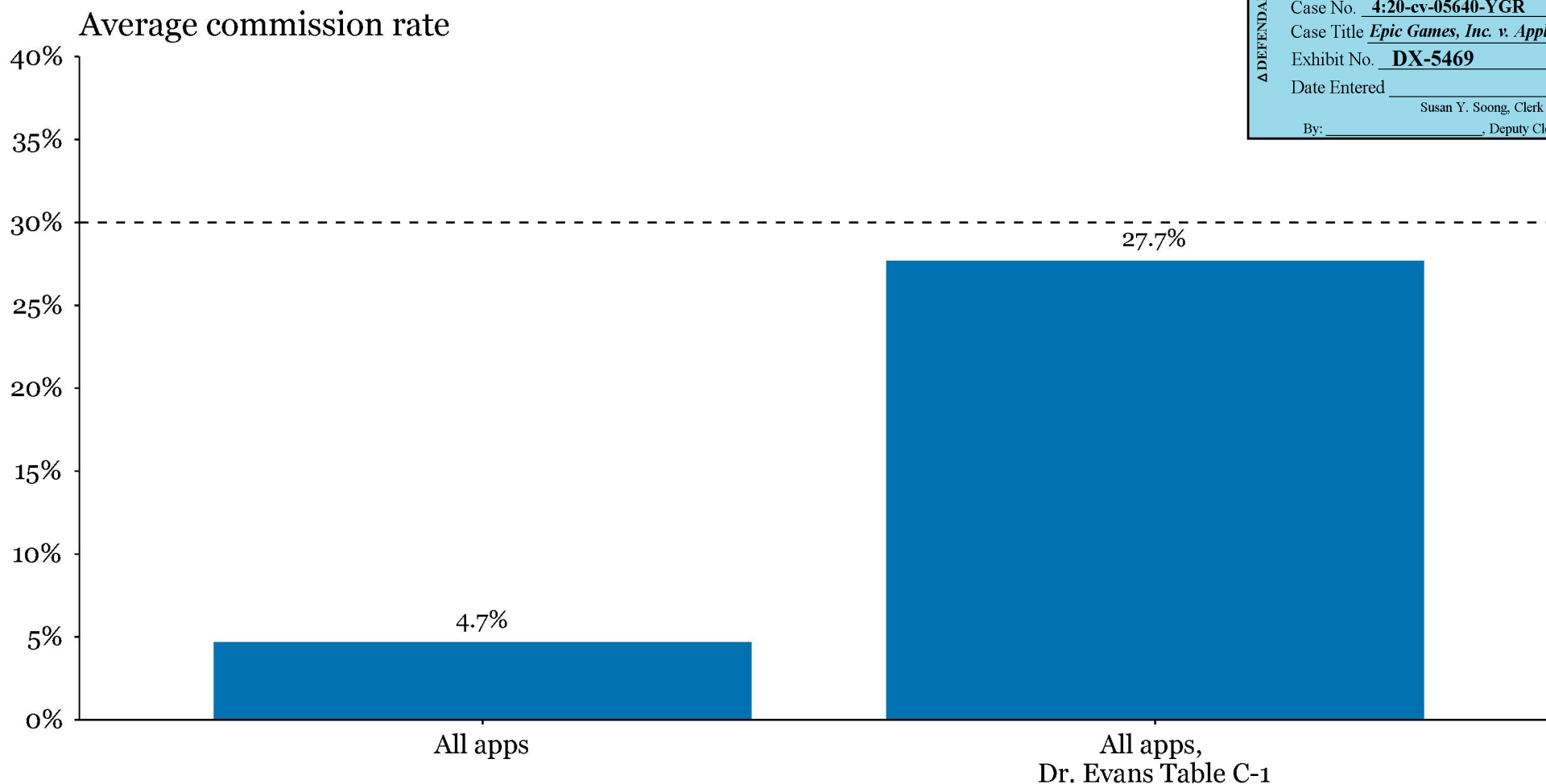


Average commission rate for App Store in-app purchases and initial downloads

October 1, 2018 – September 30, 2019

DEFENDANT	United States District Court Northern District of California
	Case No. 4:20-cv-05640-YGR
	Case Title <i>Epic Games, Inc. v. Apple, Inc.</i>
	Exhibit No. DX-5469
	Date Entered _____ Susan Y. Soong, Clerk By: _____, Deputy Clerk



Source: Apple transaction data; Evans rebuttal report

Note: Commission rate for “All apps” is calculated for each transaction, and a simple average is calculated across transactions in FY2019. Commission rate is set to 0% for all transactions with no total revenue. Apple's fiscal year begins in October, meaning Q4 starts in July and ends in September. For example, Q1 FY2019 begins in October 2018. Only valid, original transactions from in-app purchases and initial downloads are included. Transactions where Apple is the developer are excluded. “Dr. Evans Table C-1” refers to his Average Effective Commission Rate results in Table C-1 of his rebuttal report. This includes calendar year 2019 only.

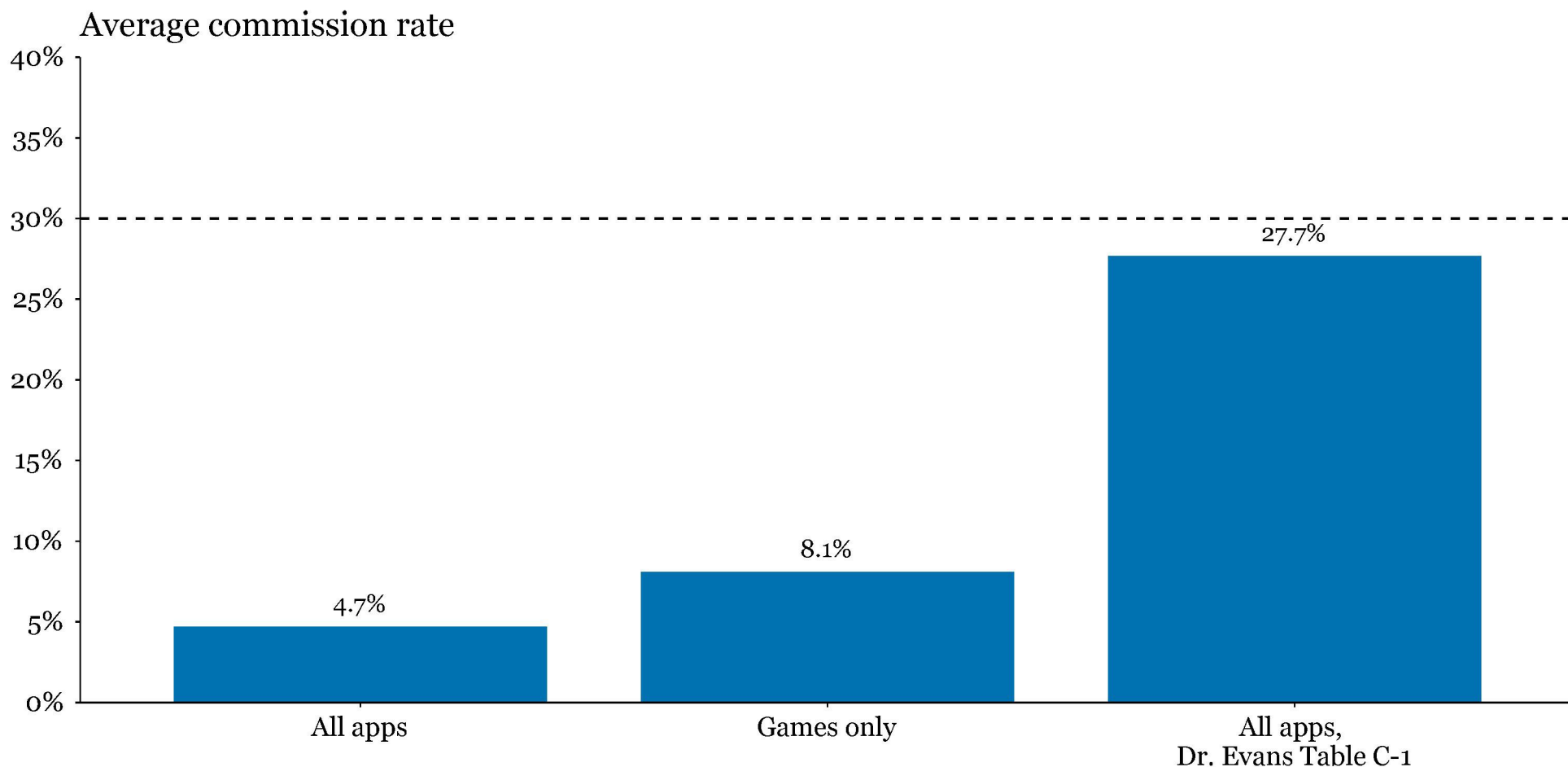
HIGHLY CONFIDENTIAL – ATTORNEYS’ EYES ONLY

SUBJECT TO PROTECTIVE ORDER

DX-5469.001

Average commission rate for App Store in-app purchases and initial downloads

October 1, 2018 – September 30, 2019



Source: Apple transaction data; Evans rebuttal report

Note: Commission rate for “All apps” and “Games only” is calculated for each transaction, and a simple average is calculated across transactions in FY2019. Commission rate is set to 0% for all transactions with no total revenue. For “Games only,” only in-app purchases and initial downloads categorized as games are included. Apple's fiscal year begins in October, meaning Q4 starts in July and ends in September. For example, Q1 FY2019 begins in October 2018. Only valid, original transactions from in-app purchases and initial downloads are included. Transactions where Apple is the developer are excluded. “Dr. Evans Table C-1” refers to his Average Effective Commission Rate results in Table C-1 of his rebuttal report. This includes calendar year 2019 only.

HIGHLY CONFIDENTIAL – ATTORNEYS’ EYES ONLY

SUBJECT TO PROTECTIVE ORDER

DX-5469.002